

Checklist for Groundbreakings and Ribbon Cuttings

A *ground-breaking* ceremony celebrates the start of construction on the landfill gas energy project. A *ribbon-cutting* ceremony is held when all project equipment has been installed and the project is set to begin. Depending on the amount of time it takes to install all necessary equipment and build your project, you may consider having two events.

Event:

- ☐ Set your date. Choose a day that falls close to the start-up of your project or ground breaking. Create an event agenda. Ideas to consider include:
 - Tours of the facility
 - Speeches
 - Refreshments
 - Exhibit display area

Invitations:

- ☐ Send out invitations. Remember to give people time to respond and mark their calendars. People on your invitation list could include:
 - Neighborhood organizations
 - Elected officials
 - Media
 - Community leaders
- ☐ Create an accurate map to include with the invitation.

Speakers:

- ☐ Contact and arrange for appropriate speakers. Remember to give them enough notice and let them know how long they will have to speak. Speakers you might consider include:
 - Mayor or other elected official
 - Representative from local utility or end user of the landfill gas
 - EPA representative (regional, headquarters, or LMOP)
 - Community leaders

Outreach:

- ☐ Prepare fact sheets or handouts to answer basic questions and highlight project benefits.
- ☐ Develop posters or signs to explain project.

Media:

- ☐ Develop a press kit.
- ☐ Contact local media to arrange for coverage of event.

Logistics:

- ☐ Organize event logistics, including:
 - A/V equipment
 - Seating
 - Caterer
 - Photographer/videographer

- ☐ Reconfirm all logistics a week before the event. Call:
 - Speakers
 - Caterer
 - Photographer/videographer

Resources:

- ☐ Contact LMOP for support, ideas, and speakers.

Site Tour Checklist

Safety:

- ☐ Proper safety precautions should be taken to ensure the safety of the public touring your facility, including appropriate footwear and clothing. You may want to provide goggles, earplugs, and hard hats as necessary.

Tour Route:

- ☐ Map out an easy-to-follow route that quickly moves people through the facility. You may also want to mark a “safe” path (such as a yellow line) for people to follow and clearly mark areas that are unsafe or off limits.

Tour Guides:

- ☐ Train the tour guides to provide correct and easy-to-understand information to visitors.

Signs:

- ☐ Create signs that explain the purpose and features of major equipment and place them around the facility so that frequently asked questions are easily answered.

Information:

- ☐ Develop a handout to help visitors fully understand your project.

Meeting Place:

- ☐ Prepare an area of the facility as a meeting place, drop-off point, or simply as a gathering point upon conclusion of the tour.

Directions:

- ☐ Create a clear, faxable map to your facility. Clearly mark the meeting place on the map.

Outreach:

- ☐ Send out a press release about the availability of tours.
- ☐ Invite local school groups and organizations to tour your facility.